

ORDER

KSNV

Orders
Order / Rev: 104405
Alt Order #: 06832084
Product Desc: HELLER FOR SENATE
Estimate:
Flight Dates: 10/17/12 - 10/23/12
Original Date / Rev: 07/18/12 / 07/18/12
Order Type: GENERAL

Primary AE: Amy McCreary
Sales Office: BLPHI
Sales Region: National

Agency
Name: Strategic Media Services, Inc.
Buying Contact:
Billing Contact:
 3299 K St. NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Heller, Dean for U.S. Senate
Demographic: A35+
Product Codes: PLC01
Priority: SELECT PRIORITY CODE
Revenue Codes: POLITICAL/AGY, PCAN, GEN

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/23/12	133	\$80,325.00	\$68,276.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	133	\$80,325.00	\$68,276.25	0.00
Totals	133	\$80,325.00	\$68,276.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	29%	\$80,325.00
Market	100%	\$276,982.76

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	26%	\$72,015.52
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	18%	\$49,856.90
KTUD	1%	\$2,769.83
KVVU	24%	\$66,475.86
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	2%	\$5,539.66

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/17/12	10/19/12	M-F 5-6a WakeUp w/WagM	M	5-6a	--WTF--	:30	6	\$300.00	2	0.00	NM	6	\$1,800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--WTF--			6			\$300.00		0.00			

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 Estimate: KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/17/12	10/19/12	M-F 5-6a WakeUp w/Wa@M M-F 5-6a WakeUp w/Wagners	CM	5-6a	--WTF--	:30	6	\$300.002		0.00	NM	6	\$1,800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	--WTF--	6		\$300.00		0.00						
E 2	KSNV	10/22/12	10/23/12	M-F 5-6a WakeUp w/Wa@M M-F 5-6a WakeUp w/Wagners	CM	5-6a	MT-----	:30	4	\$300.002		0.00	NM	4	\$1,200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	MT-----	4		\$300.00		0.00						
E 3	KSNV	10/22/12	10/23/12	M-F 6-7a WakeUp w/Wa@M M-F 6-7a WakeUp w/Wagners	CM	6-7a	MT-----	:30	4	\$450.002		0.00	NM	4	\$1,800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	MT-----	4		\$450.00		0.00						
E 4	KSNV	10/17/12	10/19/12	M-F 6-7a WakeUp w/Wa@M M-F 6-7a WakeUp w/Wagners	CM	6-7a	--WTF--	:30	6	\$450.002		0.00	NM	6	\$2,700.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	--WTF--	6		\$450.00		0.00						
E 5	KSNV	10/17/12	10/19/12	Today Show Today Show	CM	658a-9am	--WTF--	:30	6	\$600.002		0.00	NM	6	\$3,600.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	--WTF--	6		\$600.00		0.00						
E 6	KSNV	10/22/12	10/23/12	Today Show Today Show	CM	658a-9am	MT-----	:30	4	\$600.002		0.00	NM	4	\$2,400.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	MT-----	4		\$600.00		0.00						
E 7	KSNV	10/22/12	10/23/12	M-F Today Show II 3rd H@M M-F Today Show II	CM	9-10a	MT-----	:30	2	\$275.002		0.00	NM	2	\$550.00
TODAY II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	MT-----	2		\$275.00		0.00						
E 8	KSNV	10/17/12	10/19/12	M-F Today Show II 3rd H@M M-F Today Show II	CM	9-10a	--WTF--	:30	3	\$275.002		0.00	NM	3	\$825.00
TODAY II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	--WTF--	3		\$275.00		0.00						
E 9	KSNV	10/17/12	10/19/12	M-F Today Show III 4th H@M Today 4th Hour	CM	10am-11am	--WTF--	:30	3	\$225.002		0.00	NM	3	\$675.00
TODAY III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	--WTF--	3		\$225.00		0.00						
E 10	KSNV	10/22/12	10/23/12	M-F Today Show III 4th H@M Today 4th Hour	CM	10am-11am	MT-----	:30	2	\$225.002		0.00	NM	2	\$450.00
TODAY III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	MT-----	2		\$225.00		0.00						
E 11	KSNV	10/22/12	10/23/12	Rachael Ray Rachael Ray	CM	11am-12pm	MT-----	:30	2	\$225.002		0.00	NM	2	\$450.00
RR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	MT-----	2		\$225.00		0.00						
E 12	KSNV	10/17/12	10/19/12	Rachael Ray Rachael Ray	CM	11am-12pm	--WTF--	:30	3	\$225.002		0.00	NM	3	\$675.00
RR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	--WTF--	3		\$225.00		0.00						
E 13	KSNV	10/17/12	10/19/12		CM	12-1230pm	--WTF--	:30	3	\$275.002		0.00	NM	3	\$825.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Noon News Noon News NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 --WTF-- 3 \$275.00 0.00															
E 14	KSNV	10/22/12	10/23/12	Noon News Noon News	CM	12-1230pm	MT-----	:30	2	\$275.002		0.00	NM	2	\$550.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 MT----- 2 \$275.00 0.00															
E 15	KSNV	10/22/12	10/23/12	The Agenda 1230pm The Agenda 1230pm	CM	1230-1p	MT-----	:30	2	\$225.002		0.00	NM	2	\$450.00
AGENDAY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 MT----- 2 \$225.00 0.00															
E 16	KSNV	10/17/12	10/19/12	The Agenda 1230pm The Agenda 1230pm	CM	1230-1p	--WTF--	:30	3	\$225.002		0.00	NM	3	\$675.00
AGENDAY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 --WTF-- 3 \$225.00 0.00															
E 17	KSNV	10/17/12	10/19/12	Days of our Lives Days of our Lives	CM	1258p-2pm	--WTF--	:30	3	\$275.002		0.00	NM	3	\$825.00
DAYS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 --WTF-- 3 \$275.00 0.00															
E 18	KSNV	10/22/12	10/23/12	Days of our Lives Days of our Lives	CM	1258p-2pm	MT-----	:30	2	\$275.002		0.00	NM	2	\$550.00
DAYS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 MT----- 2 \$275.00 0.00															
E 19	KSNV	10/22/12	10/23/12	The Doctors The Doctors	CM	2pm-3pm	MT-----	:30	2	\$225.002		0.00	NM	2	\$450.00
DRS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 MT----- 2 \$225.00 0.00															
E 20	KSNV	10/17/12	10/19/12	The Doctors The Doctors	CM	2pm-3pm	--WTF--	:30	3	\$225.002		0.00	NM	3	\$675.00
DRS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 --WTF-- 3 \$225.00 0.00															
E 21	KSNV	10/17/12	10/19/12	Dr. Phil Dr Phil	CM	3-4p	--WTF--	:30	3	\$300.002		0.00	NM	3	\$900.00
PHIL <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 --WTF-- 3 \$300.00 0.00															
E 22	KSNV	10/22/12	10/23/12	Dr. Phil Dr Phil	CM	3-4p	MT-----	:30	2	\$300.002		0.00	NM	2	\$600.00
PHIL <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 MT----- 2 \$300.00 0.00															
E 23	KSNV	10/22/12	10/23/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:00 PM-4:30 PM)	MT-----	:30	2	\$450.002		0.00	NM	2	\$900.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 MT----- 2 \$450.00 0.00															
E 24	KSNV	10/17/12	10/19/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:00 PM-4:30 PM)	--WTF--	:30	3	\$450.002		0.00	NM	3	\$1,350.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 --WTF-- 3 \$450.00 0.00															
E 25	KSNV	10/17/12	10/19/12		CM	4-5pm	--WTF--	:30	3	\$450.002		0.00	NM	3	\$1,350.00

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 Estimate: KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
NEWS 3 at 4 (1 HOUR)															
4PM NEWS (1 hour) (4:30 PM-5:00 PM)															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--WTF--					3	\$450.00		0.00			
E 26	KSNV	10/22/12	10/23/12	NEWS 3 at 4 (1 HOUR)CM		4-5pm	MT-----	:30	2	\$450.002		0.00	NM	2	\$900.00
4PM NEWS (1 hour) (4:30 PM-5:00 PM)															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MT-----					2	\$450.00		0.00			
E 27	KSNV	10/22/12	10/23/12	M-F Early News	CM	5-630p	MT-----	:30	4	\$900.002		0.00	NM	4	\$3,600.00
M-F Early News															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MT-----					4	\$900.00		0.00			
E 28	KSNV	10/17/12	10/19/12	M-F Early News	CM	5-630p	--WTF--	:30	6	\$900.002		0.00	NM	6	\$5,400.00
M-F Early News															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--WTF--					6	\$900.00		0.00			
E 29	KSNV	10/17/12	10/19/12	M-F Jeopardy	CM	630-7pm	--WTF--	:30	3	\$750.002		0.00	NM	3	\$2,250.00
M-F Jeopardy															
JEP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--WTF--					3	\$750.00		0.00			
E 30	KSNV	10/22/12	10/23/12	M-F Jeopardy	CM	630-7pm	MT-----	:30	2	\$750.002		0.00	NM	2	\$1,500.00
M-F Jeopardy															
JEP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MT-----					2	\$750.00		0.00			
E 31	KSNV	10/22/12	10/23/12	M-F Wheel	CM	7-730pm	MT-----	:30	2	\$750.002		0.00	NM	2	\$1,500.00
M-F Wheel of Fortune															
WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MT-----					2	\$750.00		0.00			
E 32	KSNV	10/17/12	10/19/12	M-F Wheel	CM	7-730pm	--WTF--	:30	3	\$750.002		0.00	NM	3	\$2,250.00
M-F Wheel of Fortune															
WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--WTF--					3	\$750.00		0.00			
E 33	KSNV	10/17/12	10/19/12	Face to Face w/ Ralston	CM	730-758pm	--WTF--	:30	3	\$450.002		0.00	NM	3	\$1,350.00
Face to Face w/ J.Ralston															
FACE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--WTF--					3	\$450.00		0.00			
E 34	KSNV	10/22/12	10/23/12	Face to Face w/ Ralston	CM	730-758pm	MT-----	:30	2	\$450.002		0.00	NM	2	\$900.00
Face to Face w/ J.Ralston															
FACE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MT-----					2	\$450.00		0.00			
E 35	KSNV	10/18/12	10/18/12	M-F News 3 at Eleven	CM	11pm-1135pm	---T---	:30	1	\$775.002		0.00	NM	1	\$775.00
M-F News 3 at Eleven															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	---T---					1	\$775.00		0.00			
E 36	KSNV	10/22/12	10/22/12	M-F News 3 at Eleven	CM	11pm-1135pm	M-----	:30	1	\$775.002		0.00	NM	1	\$775.00
M-F News 3 at Eleven															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----					1	\$775.00		0.00			
E 37	KSNV	10/22/12	10/23/12		CM	1135p-1237a	MT-----	:30	2	\$275.002		0.00	NM	2	\$550.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
The Tonight Show															
Tonight Show															
TON SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	MT-----			2		\$275.00			0.00			
E 38	KSNV	10/17/12	10/19/12	The Tonight Show	CM	1135p-1237a	--WTF--	:30	3	\$275.002		0.00	NM	3	\$825.00
Tonight Show															
TON SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	--WTF--			3		\$275.00			0.00			
E 39	KSNV	10/22/12	10/22/12	Mon PR 8-10p	CM	8-10pm	M-----	:30	1	\$2,400.002		0.00	NM	1	\$2,400.00
Monday Prime 8-10pm															
VOICE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----			1		\$2,400.00			0.00			
E 40	KSNV	10/18/12	10/18/12	Thurs PR 10-11p	CM	10-11pm	---T---	:30	1	\$2,100.002		0.00	NM	1	\$2,100.00
Thursday Prime 10-11pm															
ROCK CENTER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	---T---			1		\$2,100.00			0.00			
E 41	KSNV	10/19/12	10/19/12	Fri 10-11p	CM	10-11pm	----F--	:30	1	\$2,100.002		0.00	NM	1	\$2,100.00
Friday Prime 10-11pm															
DLINE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--			1		\$2,100.00			0.00			
E 42	KSNV	10/20/12	10/21/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----SS	:30	2	\$750.002		0.00	NM	2	\$1,500.00
Sa-Su News 3 at Eleven															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	-----SS			2		\$750.00			0.00			
E 43	KSNV	10/20/12	10/20/12	News 3 Sunrise - SATUR	CM	6a-7a	-----S-	:30	1	\$225.002		0.00	NM	1	\$225.00
News 3 Sunrise SATURDAY															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-			1		\$225.00			0.00			
E 44	KSNV	10/20/12	10/20/12	Saturday Today	CM	7a-9am	-----S-	:30	1	\$325.002		0.00	NM	1	\$325.00
Saturday Today															
SAT TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-			1		\$325.00			0.00			
E 45	KSNV	10/20/12	10/20/12	News 3 Today - SATUR	CM	9am-930am	-----S-	:30	1	\$300.002		0.00	NM	1	\$300.00
News 3 Today - SAT															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-			1		\$300.00			0.00			
E 46	KSNV	10/20/12	10/20/12	Sa-Su Early News	CM	5pm-630pm	-----S-	:30	2	\$450.002		0.00	NM	2	\$900.00
Sa-Su Early News															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-			2		\$450.00			0.00			
E 47	KSNV	10/20/12	10/20/12	Weekend Jeopardy/Wheel	CM	630-730pm	-----S-	:30	1	\$375.002		0.00	NM	1	\$375.00
WKND Jeop/Wheel															
JEP/WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-			1		\$375.00			0.00			
E 48	KSNV	10/20/12	10/20/12	Saturday Night Live	CM	1130pm-1:02am	-----S-	:30	1	\$750.002		0.00	NM	1	\$750.00
Saturday Night Live															
SNL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-			1		\$750.00			0.00			
E 49	KSNV	10/21/12	10/21/12		CM	6a-7a	-----S	:30	1	\$225.002		0.00	NM	1	\$225.00

Order / Rev: 104405
 Alt Order #: 06832084
 Flight Dates: 10/17/12 - 10/23/12

Advertiser: Heller, Dean for U.S. Senate
 Product Desc: HELLER FOR SENATE
 Estimate: KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				News 3 Sunrise - SUNDAY											
				News 3 Sunrise SUNDAY											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12		10/15/12	10/21/12	-----S					1	\$225.00		0.00			
E 50	KSNV	10/21/12	10/21/12	Sunday Today	CM	7a-8am	-----S	:30	1	\$500.00	2	0.00	NM	1	\$500.00
				Sunday Today											
				SUN TODAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12		10/15/12	10/21/12	-----S					1	\$500.00		0.00			
E 51	KSNV	10/21/12	10/21/12	Meet the Press	CM	8a-9am	-----S	:30	1	\$1,900.00	2	0.00	NM	1	\$1,900.00
				Meet the Press											
				MTP											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12		10/15/12	10/21/12	-----S					1	\$1,900.00		0.00			
E 52	KSNV	10/21/12	10/21/12	News 3 Today Wknd	CM	9a-930am	-----S	:30	1	\$250.00	2	0.00	NM	1	\$250.00
				News 3 Today											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12		10/15/12	10/21/12	-----S					1	\$250.00		0.00			
E 53	KSNV	10/21/12	10/21/12	Chris Matthews 9:30AM	CM	9:30a-10a	-----S	:30	1	\$375.00	2	0.00	NM	1	\$375.00
				Chris Matthews SUN 9:30am											
				CM											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12		10/15/12	10/21/12	-----S					1	\$375.00		0.00			
E 54	KSNV	10/21/12	10/21/12	NFL Pre-Game / FNA	CM	1p-530pm	-----S	:30	1	\$1,600.00	2	0.00	NM	1	\$1,600.00
				NFL Pre-Game											
				FNIA											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12		10/15/12	10/21/12	-----S					1	\$1,600.00		0.00			
E 55	KSNV	10/21/12	10/21/12	NFL Football	CM	1P-9PM	-----S	:30	1	\$8,000.00	2	0.00	NM	1	\$8,000.00
				NFL Football											
				SNFL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12		10/15/12	10/21/12	-----S					1	\$8,000.00		0.00			
E 56	KSNV	10/21/12	10/21/12	NFL End of Game Break	CM	1p-9p	-----S	:30	1	\$6,500.00	2	0.00	NM	1	\$6,500.00
				NFL End of Game Break											
				NFL POSTGAME											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12		10/15/12	10/21/12	-----S					1	\$6,500.00		0.00			
E 57	KSNV	10/21/12	10/21/12	Sports Night in Las Vegas	CM	Sun 1135p-1200a	-----S	:30	1	\$200.00	2	0.00	NM	1	\$200.00
				Sports Night in Las Vegas											
				SPORTS NIGHT											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12		10/15/12	10/21/12	-----S					1	\$200.00		0.00			
													Totals	133	\$80,325.00